Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in

the subject application:

Claims 1-44 (canceled).

45. (currently amended) A method for enhancing product sales in network transactions,

the method comprising:

delivering display information to a customer side for ordering products or services via a

network;

receiving at a seller side an initial order, including customer side information and a

specified quantity, from the customer side;

determining based on said customer side information and said specified quantity whether

said initial order is to be treated as a retail-customer-to-business transaction or as

a business-to-business transaction, and when it is determined that said initial

order is to be treated as a retail-customer-to-business transaction, ~~eligible for a~~

~~retail-customer-to-business promotion and~~ changing the display information at

the customer side to reflect the retail-customer-to-business transaction and a

retail-customer-to-business promotion, if said specified quantity of said initial

order is in a range equal to or higher than a first predetermined quantity but lower

than a third predetermined quantity, [[;]] and when it is determined

~~determining~~ that said initial order is to be treated as a business-to-business

transaction, ~~eligible for a business-to-business promotion and~~ changing the

display information at the customer side to reflect the business-to-business

transaction and a business-to-business promotion, if said specified quantity is

equal to or greater than said third predetermined quantity; and

processing and executing the order with the appropriate corresponding promotion.

46. (currently amended) The method of claim 45, wherein when the specified quantity of

the initial order is lower than said first predetermined quantity but greater than a second

predetermined non-zero quantity, the seller side calculates a quantity difference to qualify for

the retail-customer-to-business transaction and promotion, displays the quantity difference along

with retail-customer-to-business transaction and promotion information at the customer side, and

provides the customer side with an option of modifying the order.

47. (previously presented) The method of claim 46, wherein if the customer side

confirms the initial order without modifying the initial order, the seller side determines that the

initial order does not qualify as a retail-customer-to-business transaction.

48. (previously presented) The method of claim 45, wherein when the specified quantity

of the initial order is greater than said first predetermined quantity but less than said third

predetermined quantity, the seller side calculates a quantity difference to qualify for the business-

to-business transaction and promotion, and displays the quantity difference along with business-

to-business transaction and promotion information at the customer side display, and provides the

customer side with an option of modifying the order.

49. (currently amended) The method of claim [[44]] 48, wherein if the customer side

confirms the initial order without modifying the initial order, the seller side determines the

transaction does not qualify as the business-to-business transaction.

50. (previously presented) The method of claim 46, wherein if the specified quantity of

the initial order is less than the second predetermined quantity, the initial order is processed

without providing a promotion in customer side display information.

51. (previously presented) The method of claim 45, wherein if the customer side revises

the order:

      displaying at the customer side, information reflecting the revised order that conforms to

            the selected promotion, whereby the initial order is no longer operative at the

            seller side; and

      executing the revised order at the seller side.

52. (currently amended) A system for promoting product sales in network transactions,

the system comprising:

      a customer side terminal including

            an information entry part configured for user entry of an initial order,

            a display configured to display information reflecting said initial order entered

                  through said information entry part, and

            a communication part configured to communicate information corresponding to said

                  initial order, through a network with a seller side computer,

      wherein said customer side terminal sends customer side information and said initial

order to said seller side computer to enable said seller side computer to determine based on said customer side information and initial order whether the initial order is to be treated as a retail-customer-to-business transaction or as a business-to-business transaction comprising a business-to-business promotion,

wherein the display information at the customer side is changed to reflect a retail-customer-to-business transaction and a retail-customer-to-business promotion, if it is determined based on said customer side information and said initial order that the initial order is to be treated as a retail-customer-to-business transaction and if a specified quantity of said initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, and

wherein the display information at the customer side is changed to reflect a business-to-business transaction and a business-to-business promotion, if it is determined based on said customer side information and said initial order that the initial order is to be treated as a business-to-business transaction and if said specified quantity is equal to or greater than said third predetermined quantity.

53. (currently amended) The system of claim 52, wherein said customer side terminal displays no promotion information and execute the initial order as entered when said quantity range is determined to be below a second predetermined non-zero quantity that is lower than said first predetermined quantity.

54. (currently amended) The system of claim 52, wherein said customer side terminal displays promotion information corresponding to a retail-customer-to-business transaction

contingent on increasing the specified quantity of the initial order to at least ~~a second~~ said first

predetermined quantity ~~higher than said first predetermined quantity~~.

55. (previously presented) The system of claim 52, wherein said customer side terminal

displays promotion and transaction information corresponding to a retail-customer-to-business

transaction when the specified quantity of the initial order is lower than said third predetermined

quantity but higher than said first predetermined quantity.

56. (currently amended) The system of claim 52, wherein said customer side terminal

displays promotion and transaction information corresponding to a business-to-business

transaction contingent on increasing the specified quantity of the initial order to ~~a fourth~~ said

third predetermined quantity.

57. (previously presented) The system of claim 52, wherein said customer side terminal

displays promotion and transaction information corresponding to a business-to-business

transaction when the specified quantity of the initial order is determined to be equal to or above

said third predetermined quantity but below a fourth predetermined quantity.

58. (currently amended) A system for promoting product sales in network transactions,

the system comprising:

a seller side computer facility including

a communication part configured to communicate through a network with a customer

side terminal in connection with customer side information and an initial order

received from said customer side terminal, and

a determination part configured to determine <u>based on said customer side information and said initial order whether said initial order is to be treated as a retail-customer-to-business transaction or as a business-to-business transaction, and when it is determined</u> that said initial order is to be treated as a retail-customer-to-business transaction, ~~eligible for a retail customer to business promotion and~~ cause the display information at the customer side to change to reflect the retail-customer-to-business transaction and <u>a</u> retail-customer-to-business promotion, if said specified quantity of said initial order is in a range equal to or higher than a first predetermined quantity but lower than a third predetermined quantity, and ~~determine~~ <u>when it is determined</u> that said initial order is to be treated as a business-to-business transaction, ~~eligible for a business-to-business promotion and~~ cause the display information at the customer side to change to reflect the business-to-business transaction and <u>a</u> business-to-business promotion, if said specified quantity is equal to or greater than said third predetermined quantity.

59. (previously presented) The system for promoting product sales of claim 58, wherein said determination part determines that the initial order is a business to business transaction based on the identity of the customer.

60. (previously presented) The system for promoting product sales of claim 58, wherein when said determination part determines said quantity information is higher than a first

predetermined quantity but lower than a third predetermined quantity, said seller side computer

facility displays causes said customer side to display a difference between the specified quantity

of the initial order and a quantity needed to qualify for a business to business transaction and

promotion, and provide the customer side with an option of modifying the initial order.